# ANALYSIS OF USSFEED'S CAPTION ON INSTAGRAM BASED ON THE LOGICAL ATOMISM CONCEPT

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### *Abstract*

*The purpose of this paper is to analyze language using Bertrand Russell's logical atomism concept. In this article, Russell's concept of logical atomism is also discussed. According to Russell, logical atomism maintains that language may be separated into atomic propositions and compound propositions when talking about words and language as a means of conveying information. The  research was conducted using both qualitative and library-based techniques. The data utilized was taken from an Instagram post by the USSFeeds account, which disseminates the most recent news for everyone from youngsters to adults focusing on the international market. The researcher then analyzes it in terms of Russell's atomic propositions of logical atomism. Logical atomism is an ideology that holds that language may be divided into atomic propositions and compound propositions when discussing words and language as a carrier of information. Additionally, by adding the terms "and", "who", "that" "or", and etc these atomic assertions may be combined to make compound propositions. USSFeed captions that are analyzed using the concept of logical atomism must be added with conjunctions to clarify the intended reference. This study aims to analyze captions from USSFeed using logical atomism to describe the essence of language and reality to ensure that the information provided to citizens has informative, effective, directive, ceremonial, and performative functions using Bertrand Russell's logical atomism theory.*

*Keywords: Logical atomism, Bertrand Russell, USSFeed.*

## INTRODUCTION

In this era, the mass media underwent a number of advancements in line with the advancement of the times. Mass media has grown significantly over time. These developments resulted in a new technology called social media, a digital platform that can be accessed via smartphones. At the societal level, mass media communication is no longer the only form of communication; instead, new technologies have emerged, including possible communication backup networks (Dennis McQuail, 2011). The daily consumption of information has become a basic human necessity. In order to gather information as soon as possible, many news outlets are presently competing. The timeliness of information is more important than its correctness in this case. Instead of depending on facts, they are more likely to rely on the inhabitants' passion, which might lead to captions that lacking the correct linguistic information.

As recently said, language serves as a tool for informational, expressive, directive, ceremonial, and performative purposes. Language presents arguments and states the informational substance of communication (describes the world of facts or reality). Russell (2010) concluded that common language cannot serve as an appropriate point of analysis.

Language must be refined in order for it to serve as a suitable mirror for reality, despite the fact that this is true. A logically flawless language is made up of components called logical atoms that describe atomic truths.

Furthermore, digital platforms are media that are widely used. Lots of places that are used with various account names for different purposes, for example aiming to sell something, upload photos or videos, as a place of information, and other flexible purposes. As a place of information, the USSFeed Instagram account is a trusted account and is widely followed by people of all ages. USS Feed is a digital platform developed by USS Networks that produces and distributes content targeted towards Generation Z (https://www.ussnetworks.com.). They seek to portray straightforward and perceptive values to today's youngsters. Most kids and adults enjoy the information on this account. As an information platform that is preferred by young people, who often receive raw news, USSFeed must use correct and realistic captions so that the news conveyed can be well received. We all know that incompletely structured information can lead to misconceptions in the community, especially among young people who prefer to process information superficially.

As a digital platform that presents news in an interesting language, the captions used by USSFeed are quite simple and short. therefore, the caption will be analyzed into its smallest parts, then rearranged using the logical concept of atomism from Russell to see the facts of the caption. We know that language serves as a metaphor for reality in Bertrand Russell's view, and studying language is equivalent to learning facts. Bertrand Russell thus compares language to the reality of the outside world.

To perform this research, however, researchers drew on a number of other studies as their starting point. The first study was "The Influence of Analytical Philosophy in French Language Education", authored by Rohali (2019). In order for the influence of various analytic philosophers, including Bertrand Russell, on French to be presented in this journal in a systematic manner, beginning with the characteristics of analytic philosophy as an approach and French language education as an object of study, it is necessary to understand the influence of several analytic philosophers. This paper does this so that French language education itself does not only focus on language meaning, but also meaningful or at least a language structure. The second study is an analysis written by Sunardi (2011) titled "Philosophy Of Language Analysis and Relation to Pragmatic Linguistic Science". This research led to the discovery that the analytical philosophy of language is a special approach for elucidating, characterizing, and verifying the veracity of philosophical assertions. Only language is capable of describing and verifying the truth because it serves a cognitive purpose, allowing people to logically accept or reject concepts they are considering, regardless of whether they are true or incorrect. The school of language-analytic philosophy cannot rely on logical positivism for its growth. When the school of ordinary language philosophy emerged, language philosophers were encouraged to create

pragmatic linguistics. In this research the researcher wants to analyze the caption from USSFeed using the concept of logical atomism of Bertrand Russells' theory.

In order to ensure that the information provided to citizens has informative, effective, directive, ceremonial, and performative functions using Bertrand Russell's logical atomism theory, the researcher wants to investigate whether the captions used on digital platforms are consistent with linguistic elements with some research questions; how is Bertrand Russell's logical atomism analysis in the USSFeed caption and how is the change in the post sentence which is arranged based on Russell's logical atomism propositions?

**Bertrand Russell's Concept of Logical Atomism**

The tradition of idealism dominated English philosophical thought prior to Bertrand Russell, therefore his ideas were a highly correct response to this paradigm. Bertrand Russell's logical atomism has the benefit of allowing him to combine different types of philosophical ideas from both classical and modern philosophers.

Russell used the term "logical atomism" because the atoms he wanted to construct were logical rather than physical. Logic is the most fundamental notion in philosophy, hence his way of thinking is known as "logical atomism". He continued by saying that his concept of atomism was not founded on his metaphysics but rather on his logic.  Through analysis, the logical atom is discovered. Some of these so-called atoms are frequently interpreted as certain things (Russell, 2010:3). Russell claims that propositions are truly the subject of analysis. Additionally, each of these atomic assertions corresponds to an atomic fact (Kaelan, 2020:75).

Russell thinks that many philosophical issues may be clarified and explored using this new logic system. A new logic can be used to explain many philosophical claims or explanations. Although there are pure empirical theories that are unable to describe this, the logical and mathematical facts revealed by logical analysis persuade us to recognize the existence of universal, permanent qualities. Russell favors logical analysis in light of this.

Russell also states that philosophy is responsible for analyzing the facts. There are several kinds of facts that philosophy must describe. The facts in this situation take the shape of object relationships or qualities. These facts appear to be neither true nor untrue, which is beyond dispute. Only these propositions are symbols made up of a group of words that refer to properties or relations of sense data (universals).

Here, sensory data that is labeled as white while the universal "stands aside" might be used as an example. Proper nouns that make sense, like "this" and "that," are used to denote sensory information. Bertrand Russell did not use the term "self-name" in the conventional sense; rather, he used it to cloak a description.

Propositions of the form x is y (this is white or xRy) are the simplest (this stands next to it). Because it lacks any compound constituents, Bertrand Russell referred to this

type of claim as an atomic proposition. Atomic truths are revealed via atomic assertions. Thus, language serves as a metaphor for reality in Bertrand Russell's view, and studying language is equivalent to learning facts. Bertrand Russell thus compares language to the reality of the outside world.

Additionally, by adding the terms "and" and "or," these atomic assertions may be combined to make compound propositions. Such claims are known as Bertrand Russell's molecular assertions. Several atomic propositions are contained in this molecular proposition. The truth or falsehood of an atomic proposition determines whether a molecular proposition is true or false. For instance, this is white, while that is black. The conjunction "and" joins two atomic assertions in this statement, making it a compound proposition (molecular proposition). This sentence's validity or falsehood is dependent on a series of atomic assertions. And as a result, it alludes to the atomic reality. Thus, both atomic and molecular propositions have atomic facts as their corresponding atomic facts.

Logical atomism is an ideology that holds that language may be divided into atomic propositions and compound propositions when discussing words and language as a carrier of information. The purpose of logical atomism in this instance is not to investigate the character or essence of the language. However, logical atomism aims to demonstrate that language actually has a tight relationship with reality (Muntasyir, 2007:44). Particularly, logical atomism applies to things like voice color, predicate elements, relational units, and others. Early in the 20th century, logical atomism (logical atomism) emerged in England as a reaction to the idealistic currents that dominated philosophy at the time. Idealism holds that ideas, thoughts, and souls, not physical objects, make up reality. A proposition is anything that may be believed, questioned, rejected, or demonstrated to be true or incorrect as it is expressed in a phrase (Kridalaksana, 2008:201).

The purpose of logical atomism is to describe the nature of reality and language. As previously said, language serves as a tool for informational, expressive, directive, ceremonial, and performative purposes. Language presents arguments and states the informational substance of communication (describes the world of facts or reality). Russell concluded that common language cannot serve as a suitable point of analysis. Language must be refined in order for it to serve as a suitable mirror for reality, despite the fact that this is true.He located logic in the analysis of words in language, Bertrand Russell's logical atomism is really challenging to completely comprehend. Bertrand Russell thereby provides a strategy for comprehending and using logical atomism. Russell's method for logical atomism also entails the following: 1) Logical Types, where Russell defines logic as a pattern for conveying the meaning of each utterance; Atomic propositions and compound propositions are sensory views of reality; when atomic propositions are incorrect, knowledge can be wrong, which has an effect on knowledge about reality generally. Isomorphy is a synthesis of atomic propositions with eleminter propositions, and equivalence between the two propositions will produce true knowledge of reality.

Some of the fundamental ideas of logical atomism are as follows, according to Alwasilah (2008: 26–28).

1) The most fundamental concept in philosophy is logic. Every philosophical school must be characterized by logic, not metaphysics. The name of Russell's theory, logical atomism, was originally created by Ludwig Wittgenstein and is said to have been influenced by David Hume. According to the logical atomism theory, all complex thoughts are made up of simple, atomic ideas that need to be psychologically examined. Russell emphasized the analysis of propositions more.

2) The formulation of language structure is distinct from the development of language logic. The goal of the philosopher is to analyze claims, yet there are differences between the two in terms of language.

   For example:

   (a) John is easy to please.

   (b) John is eager to please.

   The grammatical and logical structures of sentences (a) and (b) are the same. To put it another way, logical structure is not always determined by grammatical structure. Sentence (a) implies that it is simple for someone to please John, while line (b) implies that John wishes to appease others,

3) A logical analysis should be used to examine the nature of reality in the world. Philosophy must rely on logical analysis in order to be scientific. A priori facts are based on reason and are fundamental to any logical analysis. Logical synthesis, which gets the reality of empirical knowledge or sensory experience a posteriori, is the antithesis of logical analysis. Statements about the reality of the world make up science. In other words, as language serves as a medium for the expression of reality, there is isomorphism and conformity of form between language and reality.

4) In this world, there exist facts that are explained by propositions. These ideas are just symbols; they don't make the reality. A symbol is language. The simplest statements are referred to as atomic propositions, and they serve as the building blocks for more complex propositions like those created by the conjunctions or, and, and so on.

   For instance

   Socrates is a Athens citizen who is wise (*Sokrates adalah warga Athena yang bijaksana*), which is a compound statement made up of the statements

"Socrates is a wise man (*Sokrates adalah orang bijaksana*)" and "Socrates is an Athens citizen (*Sokrates adalah warga Athena*)"

The term '*yang* (**who**)' is mixed with both. Along with known atomic truths, there are also known general facts, or assertions whose veracity is widely acknowledged, like the statement "Everyone will die."

## Instagram

Instagram is a mobile application that has been more popular among young people in recent years. Instagram is one of the online apps that allows users from taking photos or videos and sharing them in public or private spaces. Alhabash and Ma (2017) states Instagram is a photo-sharing mobile app that allows users to snap photos, apply filters, and publish them directly on the site (Alhabash & Ma, 2017). Instagram has almost 400 million monthly active users who have shared more than 40 billion photos (Bestari et al., 2020). According to Mao Jin in (Yusuf, Kamal. Jazilah, 2020), Instagram is still the most popular social media application among teenager which most of them are students (Yusuf, Kamal. Jazilah, 2020). As the most popular social media platform among teenagers, students are familiar with it. Students use Instagram commonly to post personal information such as photos and video, as well as write Instagram caption.

## USSFeed

There are lots of digital platforms which deliveres information that can be accessed from social media, one of them is the USSFeed. USSFeed is a digital platform developed by USS Networks that produces and distributes content targeted towards Generation Z. They seek to project an uncomplicated and perceptive image to today's youngsters (https://www.ussnetworks.com.). USSFeed is the digital platform that speaks close to youths ear and preferences. Engaging in a more insightful conversation and straightforward stories that you really want to know (https://urlwebsite.com/id/cost/ussfeed.com). According to Kiranda's research (2022), USS Feed's information is the highest quality in terms of general knowledge and fully supports students' academic endeavors with information on Pop Culture, Technology, fashion, music, and food. The information's purpose is also thoroughly and in-depth explained in the information's contents, which are also clear and unambiguous thanks to good word choice and sentence structure, accurate information that makes it reliable, information that is obtained as needed, and information with restricted access that is appropriate for maintaining security in order to avoid SARA and useless information. In terms of quality service, USS Feed makes sure that its users receive the information they require. USSFeed also pays attention to its users so that they can meet their information needs, for instance by providing information recommendations based on user needs, as well as USS Feed's online media service that assists and offers quick response services.

Students argue that knowledge increases after using the USSFeed online media because the contents of useful information provide knowledge about a developing era or a culture that is changing. This justifies the USSFeed's Net Benefit to users after they access information from the USSFeed, which they can use to help in making decisions. presently expanding. In terms of in-depth information, USSFeed also offers precise, accurate, and comprehensive data so that users are happy with the information they get and, inadvertently, encourage many people to use USSFeed. Because people today's increasingly practical age want more information that isn't overly wordy or lengthy, USSFeed delivers information via Instagram utilizing headlines that are concise, straightforward, and to the point.

## METHODOLOGY

The method used in this research is qualitative and library research. Patilima (2016:3) argues that qualitative research means studying objects in their natural context, which seeks to understand or interpret, phenomena seen in terms of the meaning attached to humans (researchers) to themselves. While this study was also conducted as library research that focused on the caption of USSFeed and the theory of Rusell's logical atomism. The data was obtained from a collection of captions from the USSFeed Instagram account. Library research, according to George (2008), is a type of research that collects data by learning and comprehending data with a close connection to the problem from theories, books, documents, etc. Furthermore, the subject of this research is the USSFeeds Instagram account. USSFeeds is an account that provides various information through the Instagram platform.

To collect the data, as a source of information, the researcher used some sample of the captions from USSFeeds Instagram post. The captions used are those posted in December and early January. Then, the researcher examined the captions using Bertrand Russell's logical atomism. The new form of caption was then rewritten by the researcher utilizing Bertrand Russell's logical atomism theory.

Russell's theory of logical atomism was used by the researcher to analyze captions from USSFeeds, which were then divided into individual propositions for further analysis.

## RESULT/FINDINGS AND DISCUSSION

### Analysis of Logical Atomism in USSFeed's Caption

Logical atomism is an ideology that holds that language may be divided into atomic propositions and compound propositions when discussing words and language as a carrier of information. The purpose of logical atomism in this instance is not to investigate the character or essence of the language. However, logical atomism aims to demonstrate that language actually has a tight relationship with reality (Muntasyir, 2007:44).

The purpose of logical atomism is to describe the nature of reality and language. The components of logical atomism, which are descriptions of atomic facts, are the building blocks of a logically flawless language. As explained and interpreted by Yarmani, logical atomism serves as an explanation of a sentence's normal meanings. Russell claims that propositions are truly the subject of analysis. Additionally, each of these atomic assertions corresponds to an atomic fact (Kaelan, 2020:75).

For more details, below are some examples of sentences that will be analyzed into atomic propositions, taken from Instagram posts of the USSFeed account.

1)  Feed 3rd January 2023

"Fred White, the former drummer of @earthwindandfire has passed away at the age of 67. The news was first reported the following day by Fred's sibling, Verdine White."

Logical atomization of assertions into atomic propositions:

(a)  Fred White is the former drummer of @earthwindandfire (Earth, Wind, and Fire Band),
(b)  Fred White has passed away at the age of 67.

Restatement of the sentence using Russell's logical atomism concept:

"Fred White is the former drummer of @earthwindandfire who passed away at the age of 67."

By adding the word "who", these two propositions can become a compound proposition.

2)  Feed 3rd January 2023

"G-Dragon (@xxxibgdrgn) has just announced his plan for a comeback with new music. It is been revealed through his last post on Instagram. He delivered a surprise video to his fans, titled "GUERILLA DESK: G_Division." In the intimate address, the 34-year-old artist shared that his planning to release an album later this year and that he wanted to interact with his fans more in 2023. Previously, he participated in the release of BIG BANG's "Still Life" comeback single last year. Who's excited? □❤□□ [□via @xxxibgdrgn]"

Logical atomization of assertions into atomic propositions:

(a)  G-Dragon is the 34-year-old artist

(b)  G-Dragon shared his planning to release an album later this year

(c)  G-Dragon wanted to interact with his fans more in 2023.

Restatement of the sentence using Russell's logical atomism concept:

"G-Dragon is the 34-year-old artist who shared his planning to release an album later this year and wanted to interact with his fans more in 2023."

If indeed the terms "who" and "and" are used to link these three statements together, they might become a compound proposition.

3)  Feed 3rd January 2023

"@kblock43 (Ken Block), famed professional rally driver has passed away at the age of 55 in a snowmobile accident. He was a transcendent action sports star who competed in skateboarding, snowboarding, and motocross events during his storied career. Block was also famous as an automotive daredevil and legend. Rest in Love □ □[□via Shutterstock]"

Logical atomization of assertions into atomic propositions:

(a)  @kblock43 (Ken Block), famed professional rally driver

(b)  @kblock43 (Ken Block) has passed away at the age of 55 in a snowmobile accident.

Restatement of the sentence using Russell's logical atomism concept:

"@kblock43 (Ken Block) is famed professional rally driver who passed away at the age of 55 in a snowmobile accident."

By adding the word "who", these two propositions can become a compound proposition.

4)  Feed 3rd January 2023

"K-pop artist agency and label YG Entertainment announced that K-pop girl group member @blackpinkofficial, Jisoo is preparing for her solo debut in 2023. The agency said Jisoo is working hard on her solo album amidst her busy schedule.

Apart from the news of the debut, Jisoo also surprised fans by uploading the first video on her YouTube channel on January 3. Y'all excited to jam to her new album? □□ [□via @sooyaaa__]"

Logical atomization of assertions into atomic propositions:

(a)  Jisoo is the K-pop girl group member @blackpinkofficial (Blackpink),

(b)  Jisoo is preparing for her solo debut in 2023

Restatement of the sentence using Russell's logical atomism concept:

"Jisoo is the K-pop girl group member @blackpinkofficial (Blackpink) who is preparing for her solo debut in 2023."

By adding the word "who", these two propositions can become a compound proposition.

5)  Feed 3rd January 2023

"PSS Sleman striker, @boazsolossa, won a master's degree when the 2022-2023 League 1 was on a half-season break. According to the caption on a post that was uploaded on his personal instagram account, the former Persipura Jayapura striker started his master's program in mid-2020.

He said that he wants to prove that he can be successful academically too. What an inspiration! Congratulations @boazsolossa!  ☐  [☐via @boazsolossa]"

Logical atomization of assertions into atomic propositions:

(a)  Boaz Solossa is the former Persipura Jayapura striker

(b)  Boaz Solossa won a master's degree when the 2022-2023

Restatement of the sentence using Russell's logical atomism concept:

"Boaz solossa is the former Persipura Jayapura striker who won a master's degree when the 2022-2023."

By adding the word "who", these two propositions can become a compound proposition.

6)  Feed 31st December 2022

"After leaving Manchaster United, @cristiano finally has a new club. The Portuguese star has officially joined the Saudi Arabian club, Al Nassr.

Through his social media account, Al Nassr announced Ronaldo's transfer, Saturday December 31 in the morning.

Ronaldo was seen posing with the Al Nassr uniform with the number seven on his back. He has reportedly signed a 2,5 year contract and according to sources, his salary is said to be up to £ 173 million (Rp 3,2 trillion) per year. Thoughts? [☐via @alnassr_fc]"

Logical atomization of assertions into atomic propositions:

   (a)  @cristiano (Cristiano Ronaldo) is the Portuguese star,

   (b)  @cristiano (Cristiano Ronaldo) has joined the Saudi Arabian club, Al Nassr.

Restatement of the sentence using Russell's logical atomism concept:

"@cristiano (Cristiano Ronaldo) is the Portuguese star who has joined the Saudi Arabian club, Al Nassr."

Or the second logical atomization of assertions into atomic propositions:

   (a)  @cristiano (Cristiano Ronaldo) is leaving Manchester United,

   (b)  @cristiano (Cristiano Ronaldo) has joined the Saudi Arabian club, Al Nassr.

Restatement of the sentence using Russell's logical atomism concept:

"@cristiano (Cristiano Ronaldo) is leaving Manchester United and joined the Saudi Arabian club, Al Nassr."

By adding the word "who" or "and", these propositions can become a compound proposition.

7) Feed 30th December 2022

"The Brazilian football legend, @pele has sadly passed away at the age of 82. An extraordinary sport figure who has inspired and changed the game, for the last century. During his time, he managed to become the only player to ever win 3 World Cups and Brazil's highest scorer to date. Your legacy lives on, Rest Easy □□"

Logical atomization of assertions into atomic propositions:

   (a)  @pele is the Brazilian football legend,

   (b)  @pele has sadly passed away at the age of 82

Restatement of the sentence using Russell's logical atomism concept:

"@pele is the Brazilian footbal legend who has sadly passed away at the age of 82."

By adding the word "who" or "and", these propositions can become a compound proposition.

This structure adheres to Russell's concept which states that philosophy is responsible for analyzing facts. There are several kinds of facts that philosophy must describe. The facts in this situation take the shape of object relationships or qualities. There exist facts that are explained by propositions. The simplest statements are referred to as atomic propositions, and they serve as the building blocks for more complex propositions like those created by the conjunctions *or*, *and*, *who*, and so on.

Furthermore, the truth or falsity of the constituent atomic assertions determines whether a composite proposition is correct or incorrect. The truth or falsity of atomic facts determines which atomic statements are true and which are untrue. There are only atomic facts since there are no molecular or complex facts.

## CONCLUSION

Logical atomism is an ideology that holds that language may be divided into atomic propositions and compound propositions when discussing words and language as a carrier of information. Additionally, by adding the terms "and", "who", "that" "or", and etc these atomic assertions may be combined to make compound propositions. Such claims are known as Bertrand Russell's molecular assertions. Several atomic propositions are contained in this molecular proposition. USSFeed captions that are analyzed using the concept of logical atomism must be added with conjunctions to clarify the intended reference. The truth or falsehood of an atomic proposition determines whether a molecular proposition is true or false. This sentence's validity or falsehood is depends on a series of atomic assertions. And as a result, it alludes to the atomic reality. Thus, both atomic and molecular propositions have atomic facts as their corresponding atomic facts. As for the limitation in this study, the researcher have limited research on USSFeed in terms of linguistics and philosophy of language. Furthermore, because there is still limited research on the philosophy of language, this research is expected to be additional data for future researchers who wish to analyze the concept of logical atomism Bertrand Russell in the other forms of writing.

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